

## ORDER



KLAS

**Orders**  
**Order / Rev:** 35844  
**Alt Order #:** 08801765  
**Product Desc:** OCEQUERA/CON/DEM  
**Estimate:** 1184  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 05/15/12 / 10/01/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** GMMB  
**Buying Contact:** Maura Gilroy  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Ocegueda, John CD3  
**Demographic:** A25-54  
**Product Codes:** PO1  
**Priority:** LV3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	45	\$14,110.00	\$11,993.50
10/01/12	10/01/12	1	\$165.00	\$140.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	45	\$14,110.00	\$11,993.50	0.00
October 2012	1	\$165.00	\$140.25	0.00
<b>Totals</b>	<b>46</b>	<b>\$14,275.00</b>	<b>\$12,133.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$14,275.00
Market	100%	\$47,583.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$11,895.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,379.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	10/01/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	2	\$145.00	LV3	0.00	NM	2	\$290.00
8 NEWS NOW AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--			2			\$145.00		0.00			
E 2	8	09/25/12	10/01/12		CM	6-7a	-TWTF--	:30	3	\$245.00	LV2	0.00	NM	3	\$735.00

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Advertiser: Ocegura, John CD3  
 Product Desc: OCEQUERA/CON/DEM  
 Estimate: 1184  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F														
8 News Now 6a M-F														
8 NEWS NOW AT 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				3	\$245.00		0.00			
E 3	8	09/25/12	10/01/12	CBS This Morning 7-9a CM		7-9a MTWTF--	:30	5	\$125.00	LV3	0.00	NM	4	\$500.00
CBS This Morning														
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				4	\$125.00		0.00			
E 4	8	09/30/12	09/30/12	CBS News Sunday Morn@M		CBS Sunday Morn-----S	:30	1	\$175.00	LV3	0.00	NM	1	\$175.00
CBS News Sunday Morning														
CBS NEWS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$175.00		0.00			
E 5	8	09/30/12	09/30/12	Face The Nation CM		Face The Nation -----S	:30	1	\$225.00	LV3	0.00	NM	1	\$225.00
Face The Nation														
FACE THE NATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$225.00		0.00			
E 6	8	09/25/12	10/01/12	Live w/Kelly CM		9-10a -TWTF--	:30	2	\$250.00	LV2	0.00	NM	2	\$500.00
Live With Regis & Kelly														
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				2	\$250.00		0.00			
E 7	8	09/25/12	10/01/12	Price Is Right CM		10-11a -TWTF--	:30	2	\$350.00	LV2	0.00	NM	2	\$700.00
Price Is Right														
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				2	\$350.00		0.00			
E 8	8	09/25/12	10/01/12	Y&R CM		11a-12p -TWTF--	:30	2	\$425.00	LV3	0.00	NM	2	\$850.00
Young & Restless														
YOUNG & RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				2	\$425.00		0.00			
E 9	8	09/25/12	10/01/12	8 News Now Noon M-F CM		12-1230p -TWTF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
8 News Now Noon M-F														
8 NEWS NOW AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				2	\$225.00		0.00			
E 10	8	09/25/12	10/01/12	1230-2p Soaps/ LMAD CM		1230-2p -TWTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
Soaps / Let's Make A Deal (12:30 PM-2:00 PM)														
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				2	\$325.00		0.00			
E 11	8	09/25/12	10/01/12	The Talk 2-3P CM		2-3p -TWTF--	:30	2	\$300.00	LV3	0.00	NM	2	\$600.00
The Talk														
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				2	\$300.00		0.00			
E 12	8	09/25/12	10/01/12	Ellen CM		3-4p -TWTF--	:30	3	\$325.00	LV2	0.00	NM	3	\$975.00
Ellen														
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				3	\$325.00		0.00			
E 13	8	09/25/12	10/01/12	8 News Now 4p M-F CM		4-5p -TWTF--	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
8 News Now 4p M-F (4:30 PM-5:00 PM)														
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-TWTF--				2	\$300.00		0.00			
E 14	8	09/25/12	10/01/12		CM	5-630p -TWTF--	:30	3	\$375.00	LV2	0.00	NM	3	\$1,125.00

